

1b
RETAIL PROMOTION FACT SHEET

Promotion Description: B3G1F Carton - Mega Volume Outlets
Field Dates: 1/4 - 1/29/93

OBJECTIVE/RATIONALE:

To generate multi-carton purchases through mega-volume outlets and other high volume stores i.e. border stores, Indian outlets, etc. This promotion will encourage price sensitive smokers to pantry load thereby taking them out of the buying cycle for an extended period of time.

GEOGRAPHIC SCOPE: ☒ National ☐ Targeted

(Specify or attach list of markets)

☐ Self Service

☐ Non Self Service

☐ Acct. Specific

(Specify Account)

☐ Carton

☐ Pack

Suggested CPW

(If outlet specific indicate below, leave blank for S/R discretion)

Suggested CPW

☐ Conv.

☐ Grocery

☐ Supermarkets

☐ Indian (Tax Exempt)

☐ Afro American

☐ Conv. Gas

☐ Liquor

☐ Drug Stores

☒ Mega (800 CPW+)

☐ Hispanic

☐ Gas

☐ Hotel/Cigar

☐ Mass Merch.

☐ Other

☐ Asian

MILITARY PARTICIPATION: ☒ No ☐ Yes Military Display Quantity:

PRECON ASSEMBLY: ☐ Yes ☒ No

OFFER/PRODUCT REQUIREMENTS:

☐ Packaged Incentive:

☒ Product Offer

Case

Size:

Total Deals: 250,000

PARTICIPATING BRAND STYLES:

☒ Family (S/R Discretion) ☐ Packing Specific (see below)

(If Packing specific identify % mix below)

Product 85s:

Case Cube 100s:

Dimensions: 85s:

100s:

Product Discount

Weight: 85s:

100s:

\$ B3G1F

PROMO
PRODUCT
PACKING CODES
(FF KGS, LTR KGS, ETC)

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES: (Details)

Handling Allowance: ☐ Yes ☒ No

Hand Stamping: ☐ Yes ☒ No

Tax Money: ☐ Off Invoice ☐ Richmond Issued N/A

MEDIA SUPPORT: ☐ Yes ☒ No

Media Advertisement Only ☐

Media Advertisement and Offer ☐ *

* Offer

Vehicle

Circ.

Value

UPC #

☐ Coupon

☐ Product Offer

☐ Incentive

☐ Sweepstakes

☐ Other

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ORDERING INFORMATION:

PMExpress Kit: 50 DEAL KIT Custom Kit
(Name)

Display Kit #: 28702 ?????
Kit Order Dates: 11/23/92 - 1/29/93 11/23/92 - 1/29/93
(From - To)

Kit Components:
(All items packed w/ display)

50 U-WRAPS	50 U-WRAPS
2 POSTERS	POSTER
2 SHELF TALKERS	
1 BANNER	
2-100 seal-pera hds	

Display Kit Dimensions

Length: 33 3/4"
Width: 9 1/2"
Height: 1 1/2"

Assembled Display

Height: N/A
Width: N/A
Depth: N/A

Kit POS #: (For Field MIDAS Allocation only)

POS Materials available in Field: 12/7 12/7

Product Order Period:
Product Delivery Dates:

Deals/Display: 50
Deals/Back Up: 0
Product Ctns: 200

Display/POS

U-WRAPS

UPC Code

0-28200-19043-7

Contact PMExpress (1 - 800 - 444 - 4455) for ordering / delivery information.

PAYMENT / PLACEMENT REPORTING

Display/Item	Payment To (Retailer/Distributor)	Promo Code	Payment
DISPLAY PAYMENT	RETAILER	287A	\$1.00 DEAL
DISPLAY ASSEMBLY	DISTRIBUTOR	820	\$12/12M CASE
GRATIS CARTON PAYMENT	DISTRIBUTOR	531	WHOLESALE PRICE

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DATA COLLECTION FACT SHEET

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ALLOCATION BY REGION:

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SPECIAL COMMENTS/INSTRUCTIONS:

This mega volume outlet promotion offers consumers a high value deal on Cambridge and should be communicated on large off-rack displays. To help accomplish this, you have the option of utilizing the 50 deal POS kit (200 total cartons) which may be used on a semi-permanent display. This POS kit has semi-permanent headers, posters and banners. If an account already has a display or you wish to hand build a special size display, a custom POS kit is available through PM Express which contains a poster and 50 U-Wraps. Order the appropriate number of custom kits to cover the number of deals in your display. A 200 carton semi-permanent display is available through Midas using POS# 50568.

A display payment of \$1.00 per deal is available for retailers, however they must display a minimum of 50 deals (200 total cartons). This payment is available through promo code 287A.

For distributors who assemble the 4 cartons with U-wraps put them into shipper kits and send to retail, a \$12/12M case is available using promo code 820.

Sales reps have the option, based on local conditions, to apply competitive value Bristol on-carton coupons to the three non-promotional cartons in the B3G1F deal.

Free cartons should be purchased from the wholesaler at cost. This can be paid through Flex check or chain invoicing using promo code 531.

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